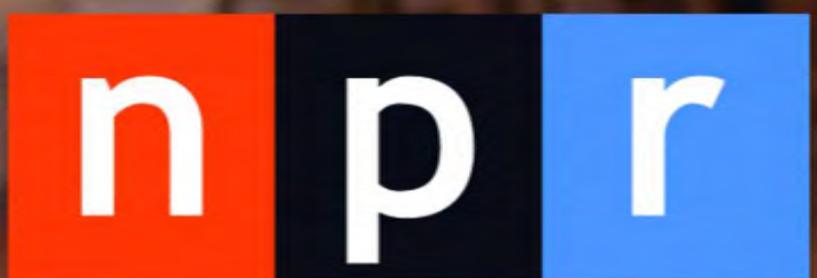


# EXHIBIT AM

The  
**SMART**  
**AUDIO**  
Report



amazon

# Methodology

**1620 online surveys**

**800 Smart Speaker owners**

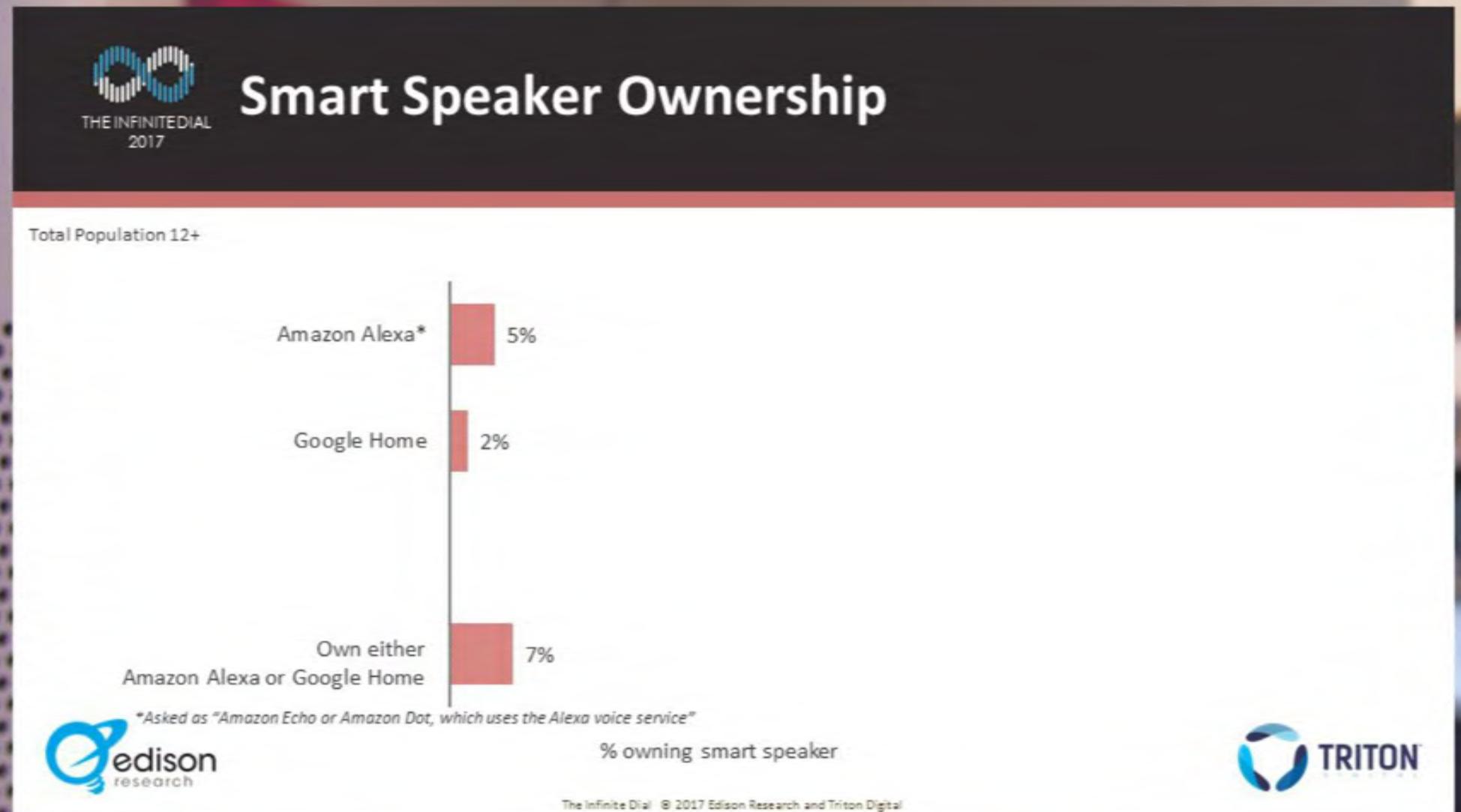
**820 Non-owners**

**Adults 18+**

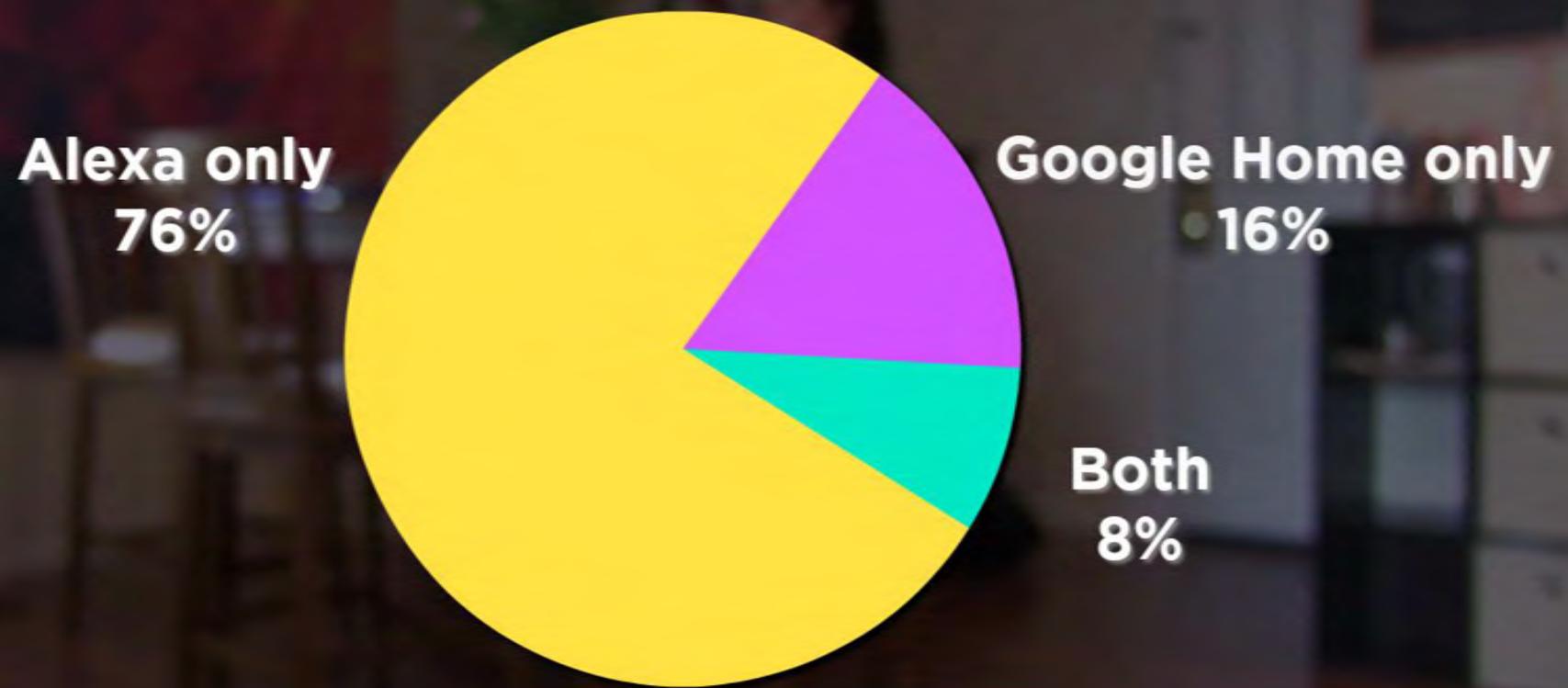
**Data weighted to Smart Speaker owner  
estimates from Infinite Dial 2017**

**15 in-home interviews with Smart Speaker owners**

**Conducted in Atlanta, Chicago, Los Angeles,  
New Jersey, and Allentown, PA**



# Smart Speaker Owners:



# Subscribe to Amazon Prime:

Smart Speaker  
Owners:

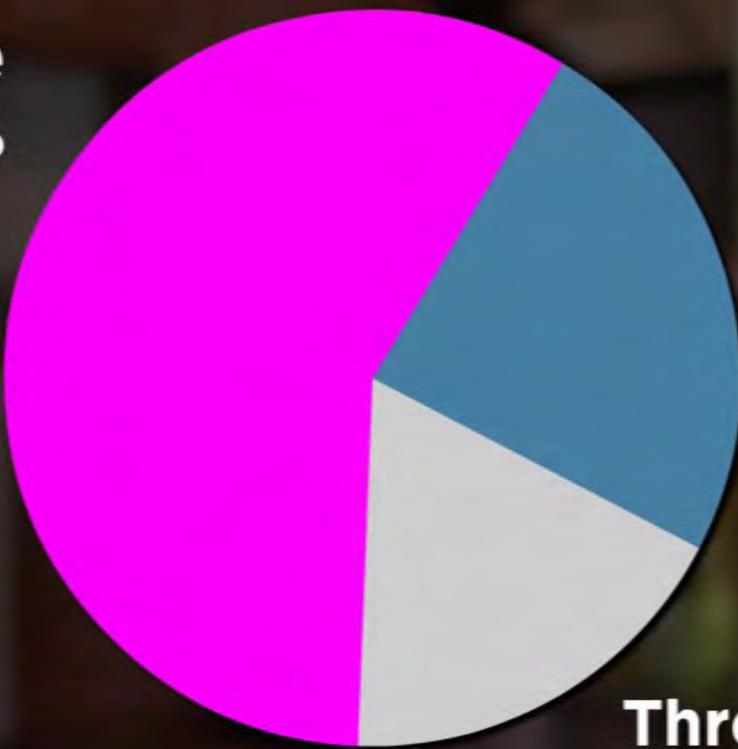
**82%**

Non-Owners:

**44%**

# How many Smart Speakers do you own?

## Smart Speaker Owners



**45%**

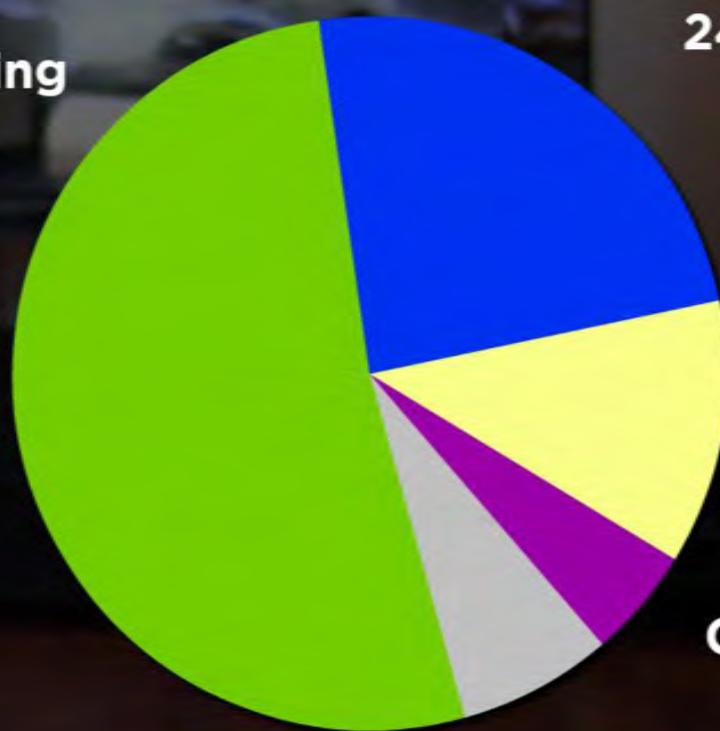
of Smart Speaker Owners

**plan to purchase  
another  
Smart Speaker**

# Where is your primary Smart Speaker located?

## Smart Speaker Owners

Living space  
(family room/living  
room/den)  
52%



Kitchen  
24%

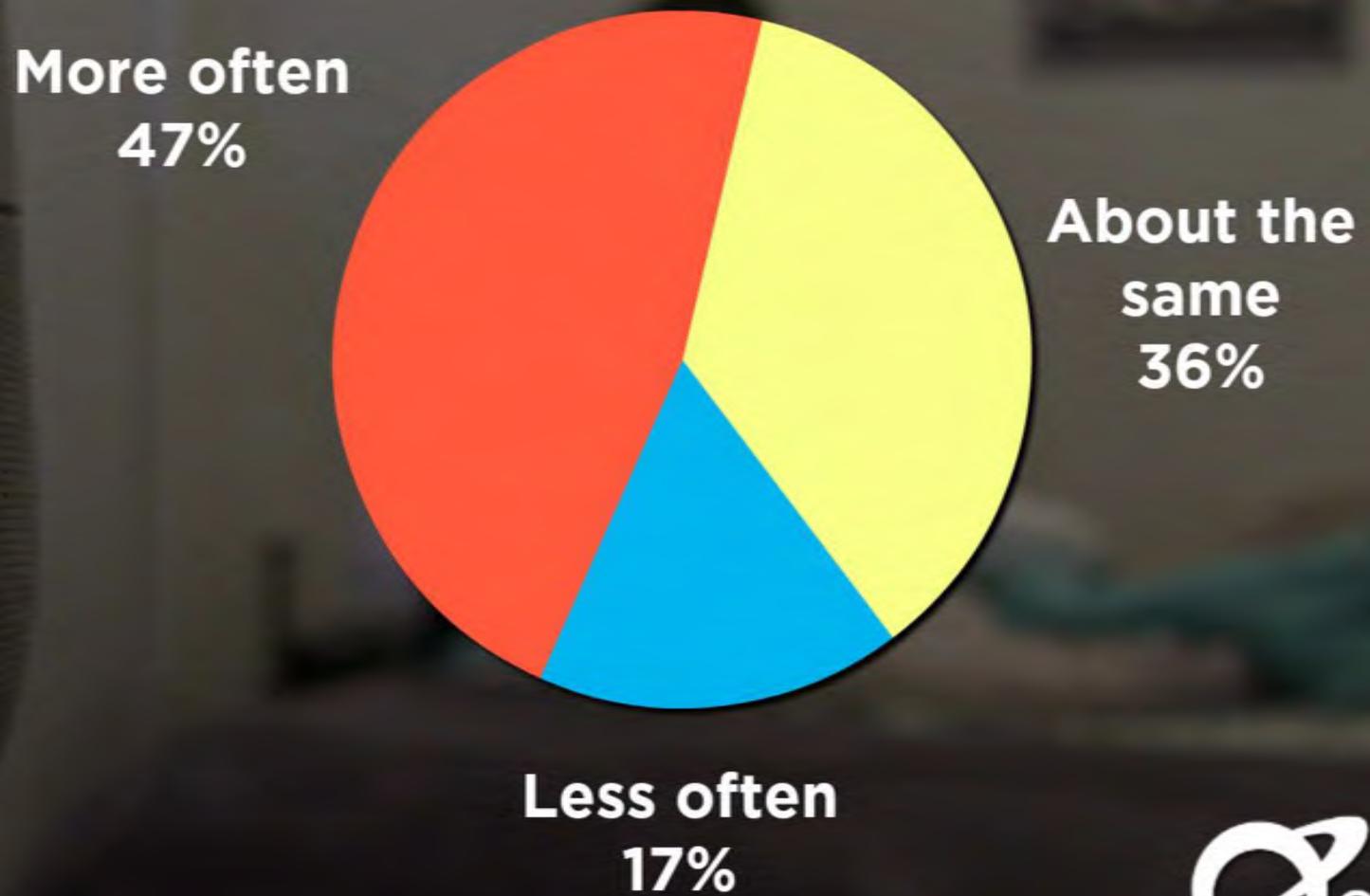
Master bedroom  
12%

Other bedroom  
5%

Other location  
7%

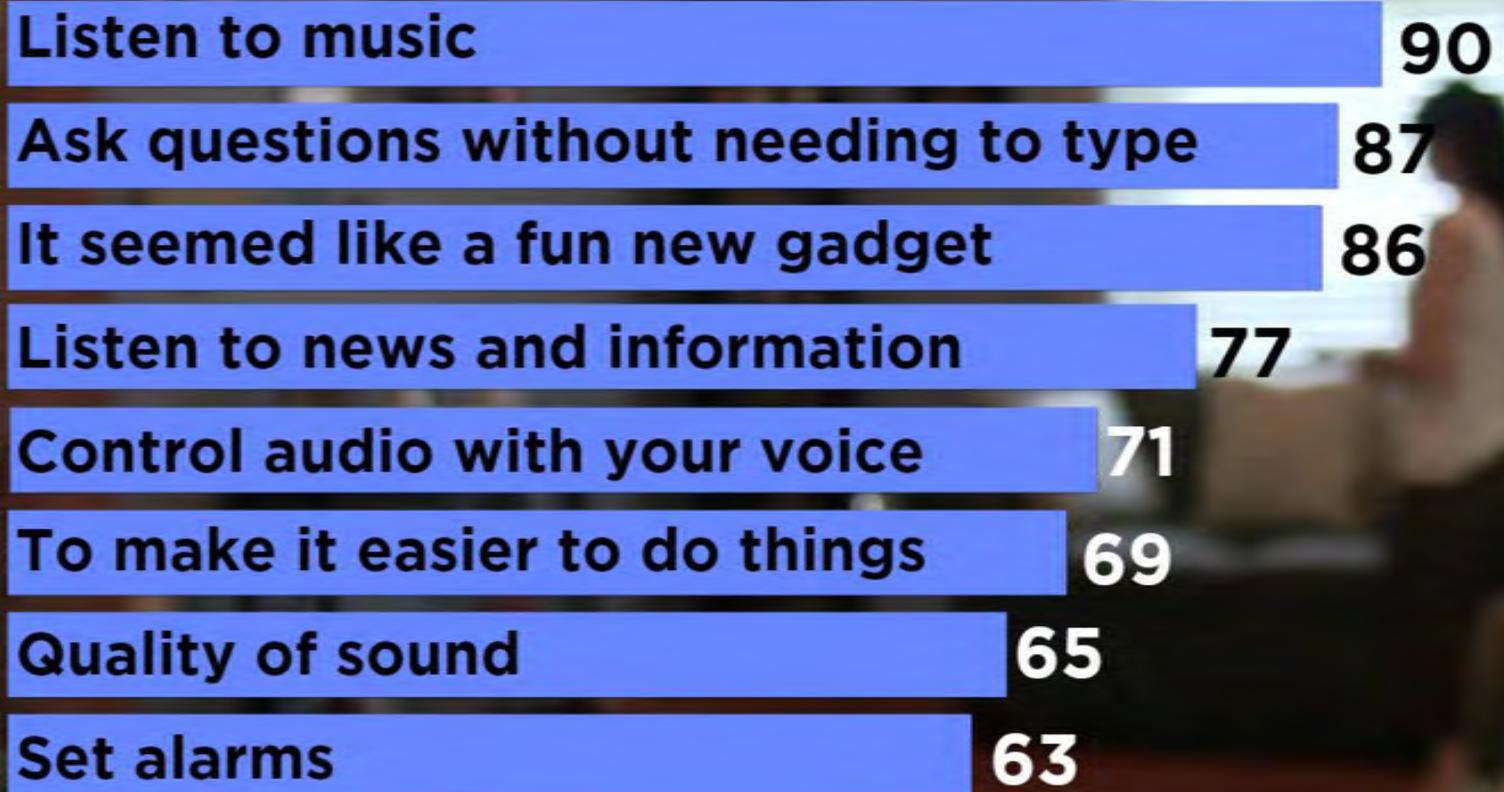
## Smart Speaker Owners

Compared to the first month of ownership,  
are you now using your Smart Speaker...?



## Smart Speaker Owners

### Reasons for wanting a Smart Speaker:



% saying reason

Page 1/2

## Smart Speaker Owners

### Reasons for wanting a Smart Speaker:



Page 2/2





**42%**

of Smart Speaker Owners

**say that their Smart  
Speakers are essential  
to their everyday lives**

How much do you agree/disagree...

Smart Speaker Owners

**Strongly Agree/Agree:**

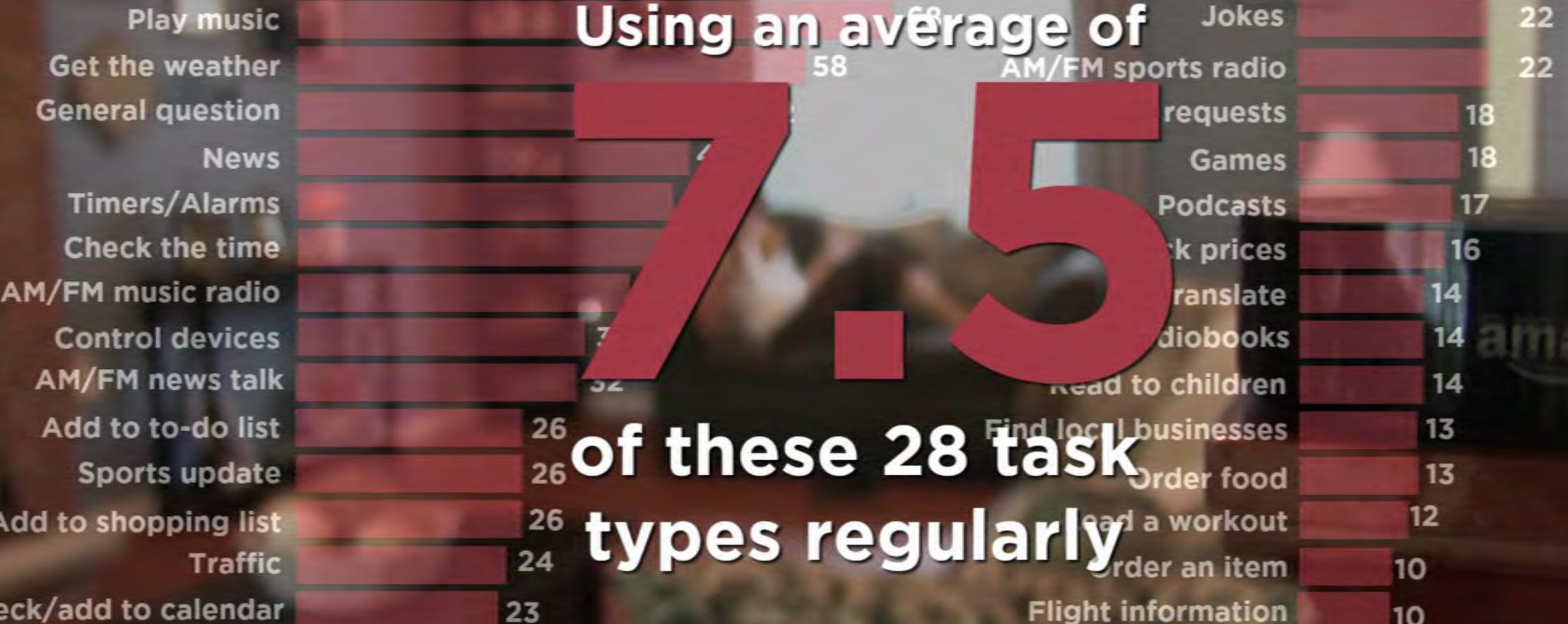
**65%**

"You wouldn't want to go back to life without your Smart Speaker"

# Smart Speaker Owners

## % Using Smart Speaker regularly for the following:



**Smart Speaker Owners****% Using Smart Speaker regularly for the following:**

# Listen to Podcasts:

Smart Speaker  
Owners:

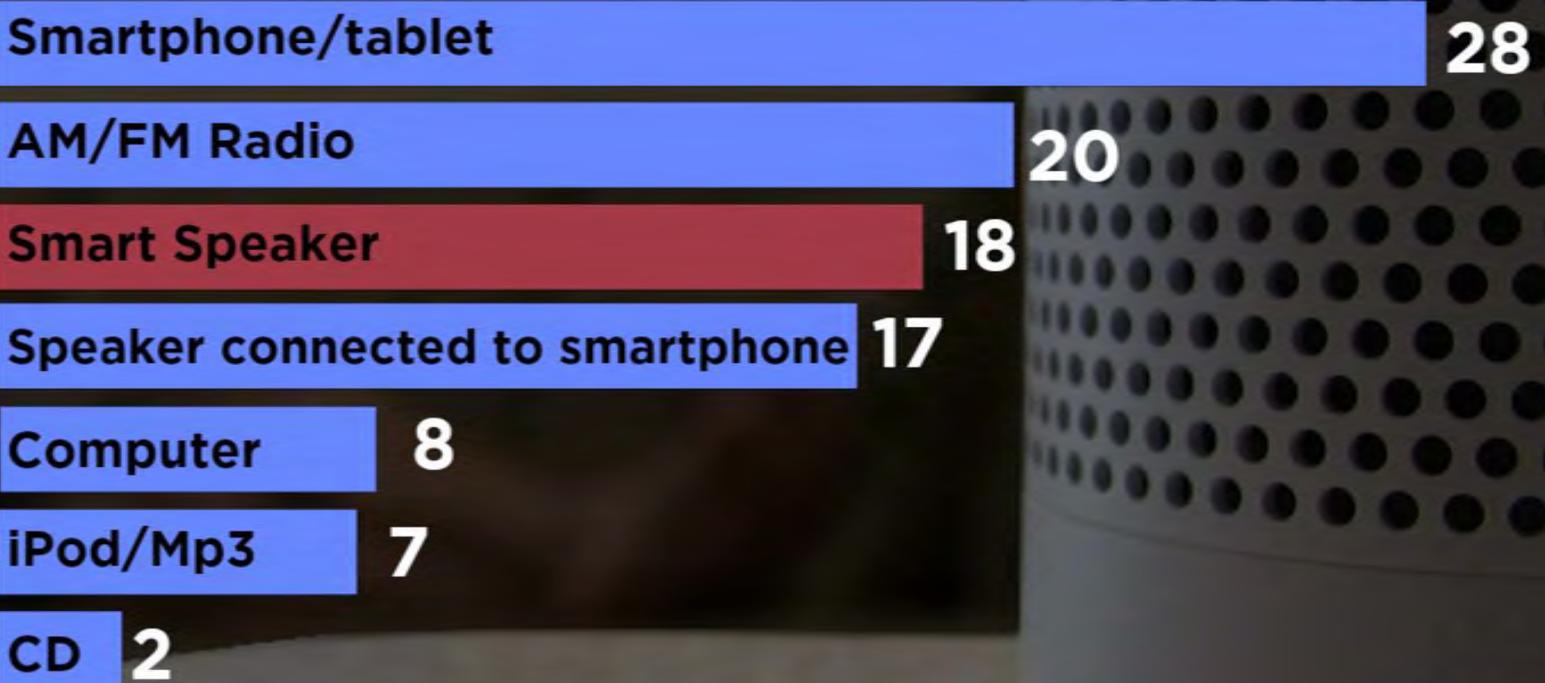
70%

Non-Owners:

45%

# How do you listen to audio most often?

## Smart Speaker Owners



# Listen to Internet Streaming sources:

Smart Speaker  
Owners:

94%

Non-Owners:

71%

# Have a paid subscription to an Internet Audio service:

Smart Speaker Owners:

**57%**

Non-Owners:

**37%**

Smart Speaker Owners

**Strongly Agree/Agree:**

**28%**

How much do you agree/disagree...

**"Getting your Smart Speaker led you to pay for a music service subscription"**

Smart Speaker Owners

**Strongly Agree/Agree:**

**70%**

How much do you agree/disagree...

**"You are listening  
to more audio  
since you got your  
Smart Speaker"**

65%

listening to more

**Music**

since getting speaker

28%

listening to more

**News/Talk**

since getting speaker

20%

listening to more

**Podcasts**

since getting speaker

18%

listening to more

**Audiobooks**

since getting speaker



Smart Speaker Owners



Those who listen to  
**Music**  
on a Smart Speaker

Median  
**4 hours 15 mins**

of music listening  
on a Smart Speaker  
in the typical week

Those who listen to  
**News**  
on a Smart Speaker

Median  
**1 hour 15 mins**

of news listening  
on a Smart Speaker  
in the typical week

Those who listen to  
**Podcasts**  
on a Smart Speaker

Median  
**1 hour 22 min**

of podcast listening  
on a Smart Speaker  
in the typical week



**29%**

of Smart Speaker Owners

**use the "Flash/News  
briefing" feature on  
their Smart Speakers**



Smart Speaker Owners

**Strongly Agree/Agree:**

---

**72%**

**npr**

How much do you agree/disagree...

"You don't know  
enough about  
your Smart  
Speaker to use  
all its features"



**edison**  
research

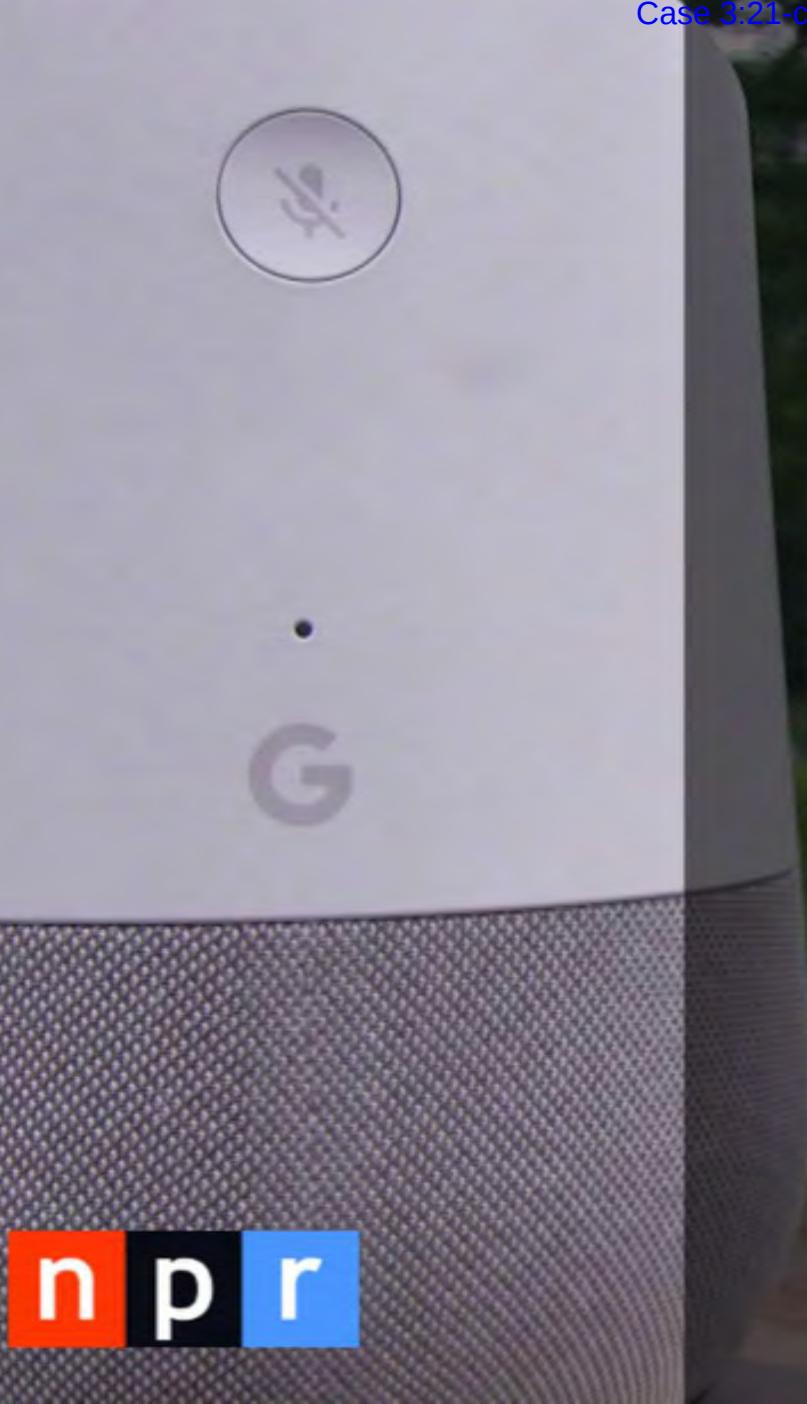
# % using Smart home capabilities:

## Smart Speaker Owners

Home lighting,  
thermostat, appliances **35%**

Home security **34%**

Outdoor lighting/  
equipment, sprinklers **20%**



Have children in household:

Smart Speaker  
Owners:

45%

Non-Owners:

32%

## Smart Speaker Owners With Children in Household

57%

said entertaining children was a  
reason for wanting Smart Speaker

How much do you agree/disagree...

"The children in  
your household  
enjoy Alexa"

Smart Speaker Owners  
with children in household

**Strongly Agree/Agree:**

---

**88%**

Smart Speaker Owners  
with children in household

**Strongly Agree/Agree:**

---

**80%**

How much do you agree/disagree...

"[Alexa/Google Home] has made it easier to entertain the children in the household"

How much do you agree/disagree...

Smart Speaker Owners

**Strongly Agree/Agree:**

**61%**



"Having your Smart Speaker is like having someone to talk to"



How much do you agree/disagree...

Smart Speaker Owners

**Strongly Agree/Agree:**

**69%**

"You have  
encouraged your  
friends to get a  
Smart Speaker"

# Reasons why you do not currently own a Smart Speaker:

Base: Non-owners who have expressed interest in owning a smart speaker



## Non-Owners

**How likely are you to purchase a Smart Speaker in the next six months?**

**Very likely**

13%

**Not at all likely**

46%

**Somewhat likely**

41%

# Smart Speakers...

**...have quickly become  
essential to many owners**

**...encourage more audio listening**

**...make life easier, especially for parents**



**40%**

of Smart Speaker Owners

**say that their Smart  
Speakers have had an  
impact on their lives**

[www.nationalpublicmedia.com/smart-audio-report](http://www.nationalpublicmedia.com/smart-audio-report)



The  
**SMART  
AUDIO**  
Report



